

Lack of voters defeats amendment

VICKI OLTROGGE
Universe Staff Writer

The constitutional amendment did not receive enough votes to pass, forcing a few prospective ASBYU candidates to deal with the disappointment of being ineligible for the March elections.

247 students voted in the referendum, with 1453 voting in favor of the amendment and 794 voting against it. The amendment failed to receive the necessary votes (two-thirds of the student body, almost 2700 students) as well as the necessary two-thirds majority to pass.

Paul Ahlstrom, a prospective candidate who had the amendment to be eligible for the elections in the referendum, "totally bogus" and accused election committee of being biased against the amendment.

Brown complained there weren't enough booths or proper advertisements to draw the required voters.

There were two booths provided for voting on Monday and four booths on Tuesday.

Brown also accused the head prosecutor for ASBYU of trying to persuade a booth worker to give her opinion of the amendment and not mark the back of his student I.D. in order to make the referendum invalid.

Andrew McDonald, elections committee chairman, said the committee was not biased and tried to make the fairest decisions concerning the referendum.

Paul Ahlstrom, who is also a prospective candidate needing the amendment was not happy with the referendum because of the way the voting was handled.

"The logistics of getting 2600 people in two booths in two days is impossible," he said.

"When I went to vote the guy at the booth told me to vote 'no,'" said Ahlstrom.

The majority of students interviewed at the voting booth on Tuesday were in favor of the amendment although their reasons varied.

"I think people who come back from a mission shouldn't be denied the right to participate in the ASBYU elections because of a rule," said Brett Greenhalgh, a senior from Issaquah, Wash., majoring in economics.

Some students felt other students should not be denied the opportunity to run merely because they had not been enrolled the entire fall semester.

"If they've been in ASBYU previously, they've had experience. A lot of students are not here the entire fall semester because of internships," said Donna Morgan, a senior from Sonoma, Calif., majoring in animal science.

Others felt all BYU students should have the same privileges to participate in the ASBYU elections.

"I think students should have a fair chance to participate in the elections, especially if it's their last year at BYU," said Jill Bunting, a freshman from Bountiful with an undecided major.

Students who voted against the amendment felt candidates would not note the issues if they had not been here the entire fall semester.

"People who haven't been here wouldn't be in touch with what's going on. It would be like outsiders coming in," said Chris Montgomery, a junior majoring in mechanical engineering from Orem.

Others voted against the amendment because of the way it was written.

"The amendment was too broad, I think it's ridiculous," said Curtis Turnbull, a junior majoring in public policy from Dardanelle, Ark.



all in news tips to 378-3630; other calls 378-2957

Brigham Young University Provo, Utah Vol. 39 No. 109 Wednesday, March 5, 1986

Wirthlin outlines American values

DIANE SPRANGER
Universe Staff Writer

Economic security, personal security, valuing family and neighbors and the four main values of Americans that develop their views of their countries, said Richard B. Wirthlin, President Reagan's adviser and chief pollster.

Wirthlin, who spoke Tuesday in the J. Willard Marriott Conference Room, had time to focus on the first part of his talk, "The American Image in the World at Large: What We Think of Them."

"Americans are much more patriotic than you would believe," said Wirthlin.

Most Americans develop a false perception of other Americans' values because they depend solely on television for their information.

Wirthlin urged students and faculty to be aware of the importance of forming themselves of the issues and how knowledge is communicated.

Americans need to realize "how powerful television is as a medium at forms and crystallizes peoples' attitudes," said Wirthlin.

"It's very clear that most of us who get our news from the television are getting 90 seconds of bits and pieces," said Wirthlin.

The focus of television news is not a context nor even the consequences, but it is on the action and frequently on the extent to which the action has some visual impact, according to Wirthlin.

"That's the nature of the medium. It drives toward the immediate, but it excludes context. There is no reference to the roots of a problem."

"We would never have had the giants (presidents) that we had when our country was born if they had been bred on television," said Wirthlin.

"It was the fact that they could take the longer view, the contextual view, that enabled them to develop ideas and put them in a pragmatic frame and bestow upon us the Constitution of the United States."

"One of the roles of our leaders is to provide context for the American people," said Wirthlin.

If America's leaders need to be informed thoroughly, it is the responsibility of the American public to be informed also, said Wirthlin.

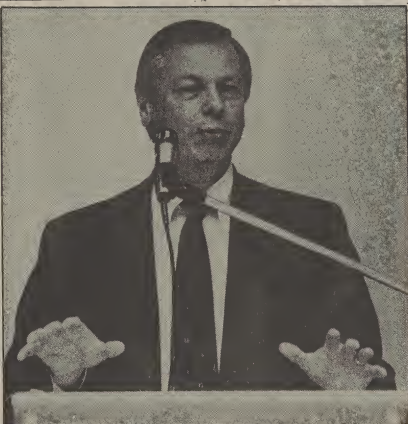
In a survey taken two weeks ago, Wirthlin said, Americans were first and foremost concerned with pocket book issues, but a good third of them expressed concern for issues involving other issues.

The issues mentioned were foreign policy, the arms race, nuclear freeze, defense, Middle East, Central America, South Africa and the Soviet Union.

He said Americans are being driven in two directions on issues. One direction Americans are taking is to be neo-isolationists.

"There is a strong sense in this country that we do not want to get involved with other nations," said Wirthlin.

The other direction is just the opposite.



Richard B. Wirthlin, President Reagan's adviser and chief pollster, addressed American values and how they are formed during his talk in the conference room of the Kennedy Center.

site. "Americans want to become involved," he said.

One area in which Americans want to become involved is terrorism, said Wirthlin. Americans are concerned with world peace.

Reagan's performance on world peace was low in the initial stages of his presidential campaign, but currently has reached stages of high performance.

Wirthlin wishes world peace, by far, as the most important issue the president can deal with.

Wirthlin also touched on other issues including Americans' views of the Philippines, South Africa, Central America, Vietnam, and foreign trade.

Media plays role in image shaping

By ED WRIGHT
Senior Reporter

The media plays a major role in shaping candidates' images and the public's perception of them says President Reagan's chief pollster.

In an interview with *The Daily Universe*, Richard B. Wirthlin said, "The media likes to build a horse race between candidates. The media made Gary Hart in the 1984 campaign. Hart came from a position of virtual obscurity to one of nearly becoming the president. The media had much to do with that. If he would have spent \$30,000 in Southern Georgia, he would have won the state primary and his strong momentum would have won him the democratic nomination over Mondale."

Often bucking the tide of media polls, Wirthlin predicted the Reagan landslide and the strong Republican showing in the 1984 elections across the country. He said, however, that the party is at a crossroad of public support.

In 1980, the Democrats enjoyed a 25 percent advantage in the number

of voters. By November 1984, this had decreased to only four percent, where it remains today. For the Republican party to crystallize the shift of Americans toward the GOP, they will have to increase the number of Republicans signed up in voter registration programs," said Wirthlin.

He said Republicans will also need to be elected to more offices in state houses and governorships.

"A critical year in the party will be 1986. If we can pick up four states, the prominence of the party will remain. If not, it's possible Republican support will ebb at that point."

"Historical standards for a party in power are against us. But it is truly possible for the Republicans to gain ground. I feel we will do better than what parties in power have done in the past. What happens in the local elections will be crucial, however," he said.

Concerning Women's roles in the nation political scene, Wirthlin said, "It's interesting, the two women who will play major roles in the 1988 campaign, Elizabeth Dole and Jean Kirkpatrick."

Senate won't act without Reagan

WASHINGTON (AP) — Seeking to build pressure for an early budget compromise, 50 senators on Tuesday signed a blunt letter to President Reagan, saying tax overhaul legislation should be set aside until a firm, definite budget agreement has been reached between Congress and the White House.

The latest evidence of flagging interest in the tax bill — which is the administration has called his top domestic legislative priority — came a day before the Senate Budget Committee was scheduled to begin drafting a budget for fiscal 1987, which begins Oct. 1.

Sen. Pete V. Domenici, R-N.M., the Budget Committee chairman, said that meeting a \$144 billion deficit target required by a new balanced budget law will require \$12 billion to \$20 billion in new revenues as well as domestic spending cuts and less military spending than the administration is requesting.

Sen. Rudy Boschwitz, R-Minn., who initiated the letter to Reagan, denied that the effort was aimed at either derailing the tax overhaul effort or putting senators on record as favoring a tax increase to shrink the budget deficit. Instead, he said, the letter reflected the Senate's primary concern this year.

"The budget, indeed, is the most important thing that we can do for the American people," Boschwitz said.

Sen. Slick Gordon, R-Wash., another signer, said, "These 50 senators and many other senators believe the most important challenge facing this country to be budget deficits and reaching the Gramm-Rudman budget deficit-reduction goal in a fair and a rational fashion."

Elder Rector says 'Peace begins with you'

DONNA R. KELLY
Universe Staff Writer

People who understand and live the gospel of Jesus Christ, the Prince of Peace, will become a paradigm of peace to the world, said Elder Rector Jr.

Elder Rector, a member of the First Quorum of Seventy of The Church of Jesus Christ of Latter-day Saints, spoke last night at BYU's fourth annual symposium on Peace.

"Peace begins with you," Elder Rector said. "You must decide to follow the Prince of Peace."

He quoted Joseph Smith who said peace is found righteous living. But because of man's competitive nature, he is not good at promoting peace and

recognizing it, Elder Rector said. "Peace is the most sought after commodity in this world."

Elder Rector made reference in his speech to a recent request that he speak at the BYU quarterback Steve Young. "We like to win. As offspring of God, we are programmed for success."

However, this desire to win often leads to contention and strife. "We know we should not contend," Elder Rector said. "So why do we? Because we're all selfish, basically. We want to have people think our way."

Elder Rector said one way to avoid a great deal of contention is to never argue about things that don't matter. "Always let your friends win if it doesn't make a difference," he said. "Even if they're wrong, let them win. That way, you can win on the things that do make a difference."

One way to bring peace into any relationship is to simply be nice. "Whatever else you are, you better be nice," he said. "The nicer you are, the more influence you'll have on other people."

Elder Rector described the scriptures as the handbooks for peace. In the Book of Mormon, he said, King Benjamin explained how to be nice to and love people that don't return the love. He taught his people that if they kept the commandments they would be filled with love.

"You have to keep the commandments if you really want to be successful in promoting peace," Elder Rector said. "You have to love each other to serve each other. For there to be peace on the earth, you'll have to love a lot of people who don't even like you."

Officials hope projects will revive Provo

By JOEL CAMPBELL
Senior Reporter

Editor's note: This is the first part of a three-part series concerning Provo's downtown redevelopment efforts. Part two and three will run tomorrow and Friday.

Thirty years ago, Dallan Clark,

then a new BYU graduate, opened his own retail store with his brother. He sold shoes, fit men into suits and watched his retail store become one of the most successful in Provo's downtown.

Today, Clark is president of the Allen's Apparel Corp., the company he helped start with his brother in

1950. Since 1978, the name of the company is about the only thing that hasn't changed.

Clark no longer sells shoes, but instead books travel plans for his Clark World Travel office, and the closest thing to mens suits his company carries are tuxedos, that are rented from a downtown store.

Clark is a survivor and his business is characteristic of Provo's shift from the retail center of Utah County to a professional, government and service business center.

Government leaders are hoping this shift will bring the downtown economy back from a low point and encourage the completion of proposed projects.

Like other downtowns across the nation, Provo's downtown has fallen victim to changing consumer trends. Shoppers no longer flock to the traditional downtown business districts, but have chosen instead to patronize convenient suburban shopping centers and malls.

Most government officials and business leaders believe the economic vitality of Provo's downtown hit a low point during 1985. Most see rough going ahead but agree that the economic thermometer indicates the vital signs are improving.

"A year ago we hit bottom. A lot of stores went out of business. We're in the process of finding a way to come back," said Provo Mayor Joe Jenkins.

"We have bottomed out, as we are on an uphill climb," said Midge Johnson, assistant executive vice president of the Provo Orem Chamber of Commerce.

Former Provo mayor Jim Ferguson said Provo can cope with the changes, no matter how painful, that

must and will come.

In recent months developers have announced plans for several projects. The Provo City Council approved the use of \$50,000 to pay the salary of a downtown project manager. Provo's Associated Involved Merchants or AIM also wanted the council funding with \$50,000 in money and kind.

The three largest are a downtown mall and apartment complex, a bank office building and a state and county office complex.

If we get the state office, the mall and Central Bank and Trust Tower will mean a lot of growth. If we get two of those three projects it will start a chain reaction that will help retail, create foot traffic and make

would be centered on and cover almost the entire block between the Provo Excelsior Hotel and Sears. The project would include a \$24 million apartment complex of 310 units. The first two floors of the project would house retail shops with apartments, a health and racquet club and enclosed pool above the second floor.

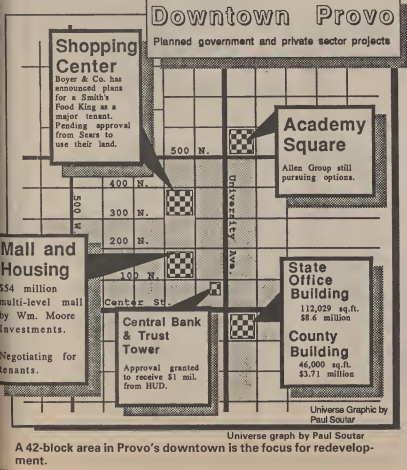
Madsen said retail "anchor" tenants are necessary for a shopping mall to work. Moore Investments hired an architect to prepare conceptual plans for the project, said Charles Beveridge, real estate manager for Moore Investments.

According to a Chamber of Commerce publication, "A major bank has indicated a strong interest in establishing its regional center" within the mall project.

"If the city is able to get all the proposed projects planned and in effect, if Sears does not leave, and if our block gets the development we want there will be enough critical mass and office people to justify the construction of a mall," Beveridge said.

"As the manager of a large regional mall, I question whether there is ample need for another enclosed shopping mall in Utah Valley," said Robert Kallas, manager of University Mall. Since the Provo mall announcement was based on an earnest marketing agreement, Kallas said it was premature. Mayor Jenkins said, "It is not time to build a big mall."

Call agrees. He said the mall project has been blown out of proportion. "We can't be totally banking on the mall or Heritage Mountain. The idea that a golden egg is going to fly over and drop an egg is ludicrous. We need to do a lot of things of what we already have," Call said.



Leaders stake city's future on report

The following is a status report about projects which Provo's leaders are staking the city's future on. The Central Bank and Trust Tower, proposed to be located at 100 North and University Avenue was given approval by the Provo redevelopment agency board to receive approximately \$1 million from the Federal Department of Housing and Urban Development. Gramm-Rudman-Hollings Act may threaten this source of funding.

Academy Square, the former lower campus of BYU, is currently owned by Robert Allen of the Allen Group of Provo. Stan Miller, Allen's accountant said, "nothing is happening" with the project, although many options are being pursued.

Recently Boyer and Company of Salt Lake City announced plans to

build a shopping center located near Sears that would house Smith's Food King as a major tenant. The developers are still waiting for approval from Sears' main office for use of the land, said Madsen.

The Utah Legislature also approved the construction of a 112,029 square foot regional office building before the session closed. The base project is expected to cost \$8.6 million, according to the state building office. The building would be constructed by a private contractor to build the multi-story office complex. The state will lease, then eventually purchase the building. The building may be built in conjunction with a 46,000 square-foot Utah County office building for \$3.71 million. Construction of the state building is expected to start this year.

the economic vitality stronger," said Ron Madsen, redevelopment agency director.

In November, William B. Moore Investments of Lexington, Ky., announced plans to build the \$54 million, multi-level downtown mall and housing complex. The proposed mall

NEWS DIGEST

Monson will not seek re-election

SALT LAKE CITY (AP) — Republican freshman Rep. David S. Monson, facing a likely challenge from within his own party, abruptly announced Tuesday that he would not seek re-election to his 2nd District seat this year.

Monson, who previously had maintained he intended to run no matter who opposed him, said his decision was based on consideration for his wife and five children.

"Julie and I, along with our children, have spent almost our entire time together in the public eye," Monson said, as his wife stood smiling at his side. "The demands of the past year, though, have caused me to realize that as important as public service is to me, my family is more important."

Monson, 40, a CPA who has served both as state auditor and lieutenant governor, said he felt the GOP had "lost its best candidate today" but said the decision to step aside was his own.

"No one told me point-blank not to run for re-election. I think everyone realized this was a decision I had to make," he said.

Several Republicans have expressed interest in running for Monson's seat, which he won in 1984 by a scant 2 percent margin over Democratic former state senator Frances Farley.

Wayne Owens, who formerly held the 2nd District seat, is considered the likely Democratic contender this year. A recent poll showed Monson running about 12 points behind Owens, who lost a bid for governor in 1984.

Evidence shows

Marcos took billion

MANILA, Philippines (AP) — The government of Corason Aquino said Tuesday it has new evidence that ousted President Ferdinand E. Marcos and his family and friends may have plundered up to \$10 billion of the nation's wealth.

Former Sen. Jovito Salonga told a news conference that documents found at the presidential palace after

Marcos hurriedly abandoned it on Feb. 25 link Marcos to purported illegal purchases of property in the United States.

Salonga is chairman of a five-member commission Aquino created last week to recover "all ill-gotten wealth" that the Marcos family and its associates allegedly accumulated and secreted under dummy names during Marcos' 20-year rule.

Asked how much money was involved, Salonga replied, "maybe \$5 billion to \$10 billion." He did not elaborate.

The estimate was the largest yet. The 1985 national budget of the financially-strapped Philippines was \$3.8 billion.

Cab driver sees

Palme's assassin

STOCKHOLM, Sweden (AP) — Authorities said Tuesday that a cab driver saw Olaf Palme's assassin leap into a car and speed away with at least one accomplice seconds before police arrived at the scene of the murder.

Police Commissioner Hans Holmstrom told a news conference about the taxi driver's report. The cabbie noted only part of the license number, and police were unable to describe the vehicle.

The commissioner rejected growing public criticism of the way police have handled the investigation.

"We did all that one could possibly expect of us," Holmer said.

Police said that several claims of responsibility for the murder have been made by callers claiming to represent West Germany's terrorist Red Army Faction or related groups.

West German officials said Tuesday they felt the indications were only "ague and slim" that the Red Army Faction was involved in Palme's assassination.

However, security officials said Red Army Faction terrorists were known to have used bullets of the type with which Palme was shot. The copper-jacketed .357-caliber Magnum cartridges are designed to pierce bulletproof vests.

The same day, Stockholm police said the bullets were of a type unknown to them and may have been handmade.

By RACHEL COLLIER
Asst. City Editor

A BYU student died Monday in an automobile accident which occurred near Tooele, according to reports from the Utah Highway Patrol.

Trooper Brad Clayton said Margaret McCleve was a passenger in a Nissan Maxima which rolled over at 7:59 a.m. on eastbound interstate 89, 65 miles west of Salt Lake. Clayton said the driver over-corrected into the median, causing the car to roll.

Clayton said McCleve was dead when he arrived at the scene of the accident. A student at Utah Tech, Eddie Wijaya, was driving. He suffered severe injuries, and was taken immediately to the Tooele Hospital. Later Monday afternoon he was transferred to the Holy Cross Hospital in Salt Lake, where he was in critical condition on Tuesday.

McCleve's roommate, Kristine Hansen, said the two were returning from the wedding of Wijaya's sister, who was McCleve's roommate last year. The wedding was in San Francisco.

McCleve was a sophomore from Seattle, Wash. She is survived by her mother, Betty McCleve, who also lives in Seattle; her father, Glen, died seven years ago. She is the youngest and has three brothers who live in Seattle and two brothers and three sisters in Arizona.

Mrs. McCleve said Margaret graduated in 1984 as one of the top three in her high school class. She was a member of the Honor Society in high school, and was a finalist for the Spencer Kimball Scholarship.

Margaret worked with the Special Olympics for four years. She loved all children, and she often worked in nurseries with children.

Music was one of her loves, and she played the piano, serving as assistant ward organist in her

ward of The Church of Jesus Christ of Latter-day Saints in Seattle. She was pianist in her high school stage band, and also played the flute. Margaret served as president of her Beech Mia Maid, and Laurel classes in the Youth Women's program.

She came to BYU in September of 1984 on a Trustee's scholarship. "She was really excited about going to BYU," her mother said. "She worked so hard."

"She especially loved her religion classes," her mother said, "but she learned a lot in all of classes during her two years at BYU." Margaret was an honors student.

She was a member of the BYU 30th ward, lived in Heritage Hall. "She was really a friend with the girls in her dorm," Mrs. McCleve said. "She thought of them as part of her family. She always had many close friends. 'Everyone her friend,' she said.

Daily newspapers: modern miracles

The business of publishing a daily newspaper is a modern miracle according to James Mortimer, publisher of the Deseret News.

Mortimer spoke Tuesday at Utah Technical College's Business Development Management Seminar on the Orem campus.

"Every day the miracle of blank paper and skills . . . comes together to give you the world, which is more than what most people desire," said Mortimer.

This "modern miracle" must still compete with other, faster types of electronic media, according to Mortimer. Although the front page story on Tuesday's edition of the Deseret News was received at 11:30 a.m., one hour later the paper came off the

press, said Mortimer.

Newspapers must also compete with other media for readers' time and for advertisers' dollars. Most papers need to devote 60 percent of the paper to advertising to make a profit, said Mortimer.

"Newspapers survive on advertising dollars," said Mortimer. In 1984, advertisers invested 27.3 percent of total advertising dollars in newspapers. Television netted 21.9 percent of the total and radio claimed 6.6 percent.

Other new competitors in the advertising field include the Yellow Pages, direct mail, catalogues, toll-free numbers and personal computers. Some stores are even installing electric screens to advertise.

Y graduate promoted to direct Dow Europe

A BYU graduate became director of Communications Services for Dow Europe upon the early retirement of the former director Friday.

Thyane Hansen was manager of Public Relations for Dow and now replaces Andre Thouin as director of Communications.

Thouin's retirement is part of the Voluntary Transition Incentive Program that was offered by Dow to corporate and U.S. Area employees.

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1986

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George Lower, Presbyterian Minister, Utah Director of the

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LIFESTYLE

BYU performing group returns from extensive overseas tour

Young Ambassadors ready to perform on home front

By MARGARET HAMMERLAND
Lifestyle Editor

Known for their eagerness and ability to spread their talents all over the world, BYU's Young Ambassadors, fresh from an overseas tour, will return to their "home field" to give two performances in the de Jong Concert Hall, HFAC. The shows begin at 8 tonight and Thursday.

The Young Ambassadors are divided into different companies, and one of them returned Feb. 20 from a seven-week tour of the San Francisco Bay Area, India, Sri Lanka and Nepal.

The group had a busy tour schedule, giving performances daily, and trying to take advantage of the sight-seeing possibilities in the places they visited.

"We had a pretty rigorous schedule set out, so we were constantly on the move," said Mark Huffman co-artistic director of Young Ambassadors and Lamanite Generation. The groups have two other directors, Randy Booth and Ron Simpson.

Whenever the Young Ambassadors go on tour, they always learn many valuable lessons about other cultures and learn to love the people in foreign lands. This tour was no exception. Perhaps the students involved learned even more this time than any other, Huffman said.

"This taught us more about human life," he said. The Indian people are caring, loving and want to share their best. A feeling of brotherhood developed very quickly that will last a lifetime.

Not only did the performers learn to appreciate the people, they were also able to experience different kinds of food. Some of it was quite surprising, Huffman added. "The food was ten times hotter than anything we'd ever experienced," he said.

Huffman said when the group did its shows, it would perform to middle and upper-class audiences. But in addition to that, they also performed several impromptu shows on the streets. He said they would start singing and soon, several people, sometimes hundreds, would be

gathered around listening and enjoying the music.

The group had so many tremendous experiences, it would be impossible to determine which was the best, Huffman said. One that stands out, however, is when the group visited the Taj Mahal.

"The Indian people are caring, loving and want to share their best. A feeling of brotherhood developed very quickly that will last a lifetime."

— Mark Huffman
— Co-artistic director

"We tested out the acoustics there, and soon had people gathered around trying to hear."

Another highlight of the tour was when one of the members of the group who is originally from Madras was able to visit her homeland and see members of her family she had not seen since she was 10 years old.

The group was reluctant to come home though the tour was long and tiring. "When you travel extensively you can't wait to get back, but this time it was different," Huffman said. "We were sad to go. We were definitely sorry to leave the friends we had made."

But now that they are back at home, the Young Ambassadors are ready to perform to members of the BYU community. Tonight's and Thursday's performances will be the same show the group performed on tour, Simpson said. "The main theme of the performance is 'Fascinatin' Rhythm' by George Gershwin."

The show will take the audience on a journey through different eras in American music. One section is a tribute to the group "Manhattan Transfer." Other sections include a Broad-



Toe-tapping country music and high-kicking dances will be part of the BYU Young Ambassadors concert tonight and Thursday at 8 in the de Jong Concert Hall, HFAC.

way section, a '50s section and a '40s section. In addition, the group will be performing country-western hits.

The groups never stop moving, it seems. Another group of Young Ambassadors will be leaving in April

for a tour of the Orient. In addition, several members of the group have been offered jobs with Opryland and Disney World, Simpson said. "The level of talent this year is really high," he said.

New York pianist performs tonight

A New York pianist active in promoting and playing contemporary music will be a guest performer tonight at 8 in the Madsen Recital Hall, HFAC.

Eliza Garth will be part of the Barlow Lecture Series, which is sponsored by BYU. The series is administered through the BYU piano faculty within the Music Department.

"She not only advocates contemporary music, but she also appears at universities and colleges throughout the United States performing such music," said Merrill Bradshaw, composer-in-residence at BYU.

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Garth is a graduate of the Juilliard School and the Boston University School for the Arts.

Garth's concert of new music Britain and the United States played *New York Times* critic Tim to describe her playing as "agile, colorful and technically assured."

She has recorded with Opus Records and has been heard on broadcasts in Geneva, Rome, York, Boston and Tampa.

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KBYU-TV officials say telethon was a success

Though it did not meet its goal, KBYU's "Festival of Friends" February fundraiser was a success. "We feel good about what we did raise," said Shelly Hammond, development director at KBYU.

"Though we fell short of our goal, we felt that it was a successful drive. It was more organized and professionally presented than previous years," she said.

The station raised \$125,000 in 22 days of fundraising, Hammond said. Even though the final amount was less than desired, Hammond seemed hopeful that an additional \$50,000 could be raised through renewals.

Renewals are funds received from people who have donated before. "Our fundraiser was a membership drive. We try to get those who have never given before to give. Once they give, we encourage them to become a subscriber," said Hammond.

Another measure of the drive's success was the number of phone calls received. Hammond said the station received a rough estimate of 4,500 calls. Approximately 4,000 of those calls were new viewers.

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Live mannequins in BYU bookstore

by MICHELLE MELENDEZ
Universe Staff Writer

"Oh my gosh, they're real!" Small shallow breaths, glazed looks and the latest fashions make up the bookstore's latest idea for advertising their merchandise—live models.

Located in the northeast window of the bookstore, Jane Loosli, Craig Mayer and Ted Sharrard stand as still as possible, wearing off the latest clothes the bookstore has to offer.

Don Gottfredson, buyer for the men's shop and area supervisor for the bookstore, said

he is very excited about this approach to advertising.

"We needed something that was more of an attention getter than newspaper ads and we thought this would be something different that would reach the student better," he said.

The bookstore was packed with students trying to catch a glimpse of the unusual mannequins and, according to a few BYU students, it really increased awareness.

"I've never even looked in the window before," said Shari Cox, a sophomore from Honolulu, Hawaii, majoring in communications. "It really helps to make a person more

aware of what the bookstore has."

Patti Powell, a freshman from Laguna, Calif., majoring in communications said, "It really freaks me out. It's so cool, especially the girl because she really looks like a mannequin."

Gottfredson said the purpose of the live models is to try to fill the needs of the students.

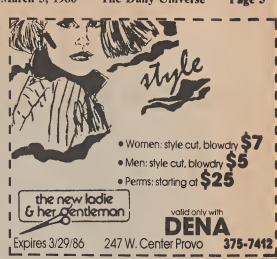
"We're trying to cater more to BYU students than to the faculty, so that we can be more of a service to everyone. A lot of people don't know what we have," he said.

"The bookstore is not the first place I think of when I want to go shopping," said Gordon

Lyon, a junior from Bountiful, majoring in chemical engineering. "But I'm sure that this will work really well because it's so interesting."

Gottfredson and assistant buyer Hal Anderson recently returned from a men's market in Los Angeles, where they chose several new lines of clothing for the bookstore including Union Bay, Mr. Hawaii, X-plots and Britannia.

"Because half of the student body is from California, we chose California lines. Students who are fashion conscious will recognize these names and hopefully be more apt to see what we have," he said.



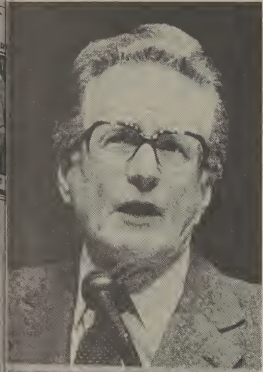
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Intelligence gauged by grades



Universe photo by Kelly Wangberg
John I. Goodlad expounds on methods of teaching and measuring education. He suggests ways to improve the quality of teachers.

Education is to develop a person's sense of value, said John Goodlad, professor of education from the University of Washington, at Tuesday's forum.

Goodlad said grades do not necessarily measure human competence, marriage, good work habits, or happiness of self.

Teachers use variety

Much of how a child's intelligence is measured is based on his or her grades. Because of this, teachers use a variety of techniques to excite young students about learning, Goodlad said. Then, as the students get into their high school years, the variety of procedures of teaching decreases. All techniques become the same, he said.

"Most high school teachers lecture, discuss, ask questions, give quizzes and use workbook exercises. It is a non-interactive process," said Goodlad.

Marvelous involvement

Having had the opportunity of teaching every grade from kindergarten to courses in graduate school, Goodlad says he knows how well straight lecture courses help the students get involved with their learning.

"As I lecture to students, I notice they show marvelous poses of deep involvement, while their minds are elsewhere, if anywhere."

— John I. Goodlad
— Professor of education at University of Washington

condition and circumstances of education, he said, the partnership that BYU and five local districts have established is to improve schools and to make teacher education programs attractive and demanding of the most able men and women.

Leadership in teaching

Purposes for the development of this partnership include redesigning the setting where teachers are educated because teachers often model the behavior that has been displayed before them, and to strengthen leadership principles, said Goodlad.

The talk will be rebroadcast on March 9 at 9 p.m. on KBYU-TV (channel 11)

Cold Korean plants create brisk business

DETROIT (AP) — Auto executive L. Michael Losh sensed something strange when he first set foot in a South Korean car plant.

Accustomed to American workers in jeans and T-shirts, he watched Koreans toil on the assembly line while bundled to the neck in heavy winter coats.

"They don't heat the plants," he said. "It makes for a brisk work environment."

Losh tells the story with a smile, but not a laugh.

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Shuttle selection begins

After a delay because of the space shuttle Challenger tragedy, the nine-person panel of working journalists and educators is back in business. This week they will resume the task of selecting the western region nominees for the journalist-in-space program.

Al Pratt, associate professor of communications at BYU will chair the panel. Also on the panel is Ralph Barney, chairman of the Department of

Communications at BYU.

According to officials at the Association of Schools in Journalism and Mass Communications, there are five panels representing regions of the United States working to select a journalist to ride on a future shuttle mission.

Eric Johnson, project director with ASJMC said, 1,705 journalists have applied to become the first journalist in space.

State tells Utahns to report tanks

by DAVID W. STAUB
Universe Staff Writer

The Utah Department of Health has issued a statement requiring all owners of underground storage tanks to notify the state before May 8.

The directive is aimed specifically at underground storage tanks that are used to store hazardous materials. However, the directive includes oil storage tanks.

Kenneth Alkema, director of the Division of Environmental Health, explained which tanks must be reported.

"Tanks that hold petroleum products or substances defined as hazardous materials under the Comprehensive Environmental Response, Compensation and Liability Act of 1980. Also included are underground tanks that have been non-operational since January 1, 1974."

According to Alkema, federal law defines a tank as underground if ten percent or more of the tank, including piping, is still in the ground.

"Failure to notify the state of the existence of such tanks will result in a fine of \$10,000 per day," said Alkema.

"The exceptions to this directive are farm and residential motor fuel tanks, unless they are larger than 1,100 gallons and on-site heating oil storage tanks, septic tanks and certain other tanks," explained Alkema.

"The directive was created out of the national concern about contamination of the nation's ground water caused by leaks of petroleum products and other hazardous substances, Alkema said.

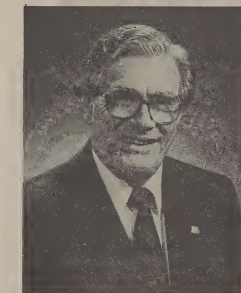
Marlin Boyer, a farm owner in Springville, was not aware of the directive. "You would think that they would notify you somehow," he said.

Alex Pasley, an environmental scientist for the Utah Department of Health, explained the notification program that the state will implement. "We will certainly be making announcements in the press and hope to also use television."



Executive Lecture Series

Retailing: Past, Present, and Future



Nineteen eighty-five was a record year in sales and profits for Fred Meyer, Inc. This Portland-based dynamic company invaded the Utah market in 1984 by buying out the Grand Central stores. Ten of their stores were built new last year or completely remodeled, two of which were in Utah.

Those who understand business know that these are signs of an important story to be told. Virgil F. Campbell, corporate executive vice-president and president of the Nonfood Group, will be bringing that story to BYU when he delivers the keynote address for Retail Fortnight, Thursday, March 6, at 4:00 p.m. in 151 TNRB.

Approaching \$2 Billion in Sales

Arriving quietly in Portland in 1908 was a 22-year-old grocer's son from New York City. Frederick Grubmeyer had grown up in the grocery business, delivering goods through the streets of Brooklyn to his father's customers with a horse-drawn

wagon. So it was natural that young Grubmeyer, who later changed his name to Fred G. Meyer, would begin to do business in Portland using a horse and wagon. He built a coffee route distributing his blends to the lumber camps scattered throughout the nearby hills and to outlying farms along the Willamette Valley. It proved to be a need worth filling, and Meyer's success began to mount. His first store has now turned into 93 stores with sales approaching \$2 billion annually.

Career Began in 1946

"Virg," as he is called by his associates, joined Fred Meyer in 1946 at Walnut Park Food. He became food manager the following year and managed four different stores in the succeeding nine years. In 1956 Mr. Campbell became a grocery buyer at the main office. Other promotions followed, including corporate vice-president, director of purchasing, and president of the northern region. In 1982 he became corporate executive vice-president and president of the Nonfood Group.

Through the decades of change, growth, and adaptation, Virgil Campbell and his associates have followed a set of clear and simple principles that has served them successfully.

"Always strive to offer customers the service, selection, quality, and price that satisfied them—for by doing that, we will serve our customers well and continue to prosper and grow."

Praise for BYU

When asked about BYU Mr. Campbell responded, "It's impressive: students, faculty, and facilities—the university we would be pleased to have our son attend."

Other Retail Fortnight Activities

Other activities sponsored by the Skaggs Institute include visits from forty-eight other executives from twenty-four individual stores or companies across the nation. The executives are featured in lectures, panel discussions, store orientations, and classroom visits and recruiting interviews.

"Any student interested in an executive career in retailing is invited to attend these activities," said Doyle Robison, director of the Skaggs Institute. "Most students are not aware that retailing could become an excellent executive career for them. Because it is so much around us, students often take retailing for granted and don't think of it as a career option. Many people come into retailing by accident. Our goal is to help them understand retailing so that their entry into the retail field will be 'on purpose.'"

Complete information is available at either the Skaggs Institute Office at 480 TNRB, or at the Retail Fortnight bulletin board displays on the first floor of the Tanner Building, opposite rooms 120 and 130.

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SPORTS

Chatman, Capener make 2nd team

LITTLETON, Colo. (AP)—Media and basketball coaches on Wednesday selected the 1986 all-Western Athletic Conference team, which consists of a senior from each of five WAC teams.

Heading the list is San Diego State guard Anthony Watson, the WAC's leading scorer with an average of 22.5 points a game. The 6-foot-3, 170-pound Watson also was on the 1985 first team.

He is joined by Colorado State center Rich Strong, New Mexico forward Johnny Brown, UTEP center Dave Feitl and Utah forward Jerry Stroman.

Feitl, Strong and Brown were second-team picks last year.

The six-man second team has senior Manuel Hendrix of Utah, senior Jude Smith of UTEP, junior Bob Capener of BYU, Wyoming sophomore Fennis Dembo and Eric Leekner, and BYU sophomore Jeff Chatman.

Strong, 6-9 and 225, was the only player on the first team to rank among the league's top five in four statistical categories. He was fifth in scoring at 17.2, second in rebounding at 7.6 and fourth in field goal percentage and free throw percentage.

Brown, 6-6 and 215, was second in scoring to Watson with an average of 20.2 points per game and was one of two WAC players of average more than 20 points a game. Brown also was third in

WAC rebounding and fifth in field goal percentage. The 6-11, 235-pound Feitl is second on UTEP's scoring list and was sixth in the WAC with a 16.5 average. Stroman, 6-6 and 190, led Utah and was fourth in the conference with an average of 17.7 per game.

Honorable mention went to Maurice McDonald of Air Force, Steffond Johnson of San Diego State, Los Bolden of Wyoming, Kevin Upshaw of Utah, Tom Greeting of BYU and Dave Turettie of Colorado State.

Chatman and Capener were one-two in Cougar scoring averaging 18.0 and 15.1 points per game, respectively.



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Cougars swat Aggies 112-59

By STEPHEN BINGHAM
Universe Sports Writer

Utah State University would have been better off to have played "no contest" as the BYU women's basketball team downed the Aggies 112-59 Tuesday night in the Marriott Center.

"It was fun after last weekend," said BYU Coach Courtney Leishman referring to a two loss weekend in New Mexico. "I told them to just forget the score and go play basketball like it is supposed to be played."

The Cougars needed this win to stay in contention for a third straight HCAC title. Currently, a game behind Utah, BYU will travel to Salt Lake Saturday to face the Lady Utes for the title.

"We're playing good team-offensive basketball," said Leishman. "All five starters shot exceptionally well." Indeed, all of the Cougar starters ended the game in double figures.

Leishman left his starters in longer than normal for such a blowout. "I did that because of last weekend," he said. "We needed to get some confidence back. They just had to play together, we had to find our game."

"You owe it to them to let them play when the conference championship is on the line," said Leishman. "If we had it sewed up it would be a different story."

An anxious moment for BYU came with 17:55 left in the game as Cathy Nixon went crashing to the floor. "She bumped heads with another girl right behind the right earlobe," Leishman said. Nixon later returned to the game to show she was alright.

BYU was led by Tresa Spaulding who had 29 points, 15 rebounds and seven blocked shots. She was followed by Nixon who had 29 points and 10 boards.

Guards Tanise McIntire and Karina Zapata added 16 and 10 points respectively. McIntire also added 10 assists. Forward Judi Hare shot for 11 points and crashed for 11 boards.



Tanise McIntire dribbles past Aggie Angela Lee. The Cougars creamed Utah State 112-59, to remain in contention for the HCAC title.

Universe photo by Brian Heckert

Cougar ski teams place well during national competition

By KERRY O'BRIEN
Universe Sports Writer

The results are in, and the Cougar women's ski team took third in the national meet in Killington, Vt.

Both of BYU's men's and women's ski teams have now placed in the top five for four years — the men finished second in this year's competition.

"We just had a tremendous meet," said Coach Ford Stevenson. "It is a great accomplishment to finish that well in the national meet." He added that the 20 teams were not solely national teams — there were international teams as well.

Delayed results
In the women's slalom, a problem with the official timing delayed the final results. However, after the official times were posted, the Cougars placed seventh in the slalom.

Gymnasts drop disappointing meet

The Cougar women gymnasts dropped a dual meet to Utah State 176.75-184.75 Monday night after a long road trip.

After returning from Oregon State Sunday, BYU showed the effects of the travel as they experienced numerous falls on both the uneven bars and the balance beam.

BYU's Carolyn Jackson and Gina Hansen were the only Cougars to hit clean routines on the bars while Hansen was the only one who stayed on the beam.

"We had some freaky falls on the bars and beam," said Coach Rodney Hill. "I'm sure we were tired,

but I'm not using that as an excuse. We weren't going to beat Utah State tonight (Monday) anyway."

The Cougars hit a solid vault, taking the top three places. Hansen placed first (9.30) while teammates Melissa Friesen (9.15) and Alice Skousen (9.10) followed in second and third, respectively. Both Friesen and Skousen scored personal season high scores.

BYU was also strong on the floor exercise as Lisa Skene took third (9.20) and Hansen and Friesen tied for fourth (9.15).

"I think I did the best I could," said Cougar senior Holly Anderson. "I made one mistake and that's why I lost."

Stiffer competition
According to Anderson, the competition was a lot stiffer than the Cougar women have been used to in other meets. "Since all the girls on the team are beginners, we did a really good job," said Anderson. "In all the meets we've been in, we competed against about seven girls. There wasn't really a lot of competition."

Sneddon is one of the younger skiers who participated in the meet — she is eighteen. "I felt I did OK, but not as well as I thought I could have done," she said. Because Sneddon is only a freshman, the Cougars should be seeing a lot from her in future years. "I'm honored to be All-American. I'll be skiing again next year."

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This year, candidates can't use banners or any other graphics.

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This year, candidates must rely on something even more important than popularity -- qualifications.

This year, make it your choice. Vote.

Primaries -- March 13, 14
Finals -- March 19, 20



Weightlifting helped trackster

Ballanger has potential

By JORDAN COX
Universe Sports Writer

When Sara Ballanger began working with weights to improve her ability in the shot and discus, she could only bench press 95-pounds.

Although she was a late starter when it came to weight training, Sara was lifting 200-pounds within a year and a half of her first encounter with the barbell.

She never thought about throwing shot or discus competitively until a teacher saw her compete in her high school's Track and Field Day as a freshman.

Although Sara didn't go out for the team her ninth grade year, Beth Poole, her teacher, persuaded her, particularly in the upper body, and she had been successful at.

The 5-foot-6 junior from Leesburg, Va., has done well in her college career. At Ricks College, Ballanger was the NCAA regional champ in both the shot and discus with tosses of 8-feet-½ and 160-feet-2 respectively.

Since joining the Cougar squad, Sara qualified for the NCAA indoor nationals in her first meet. In her second meet a week later in Pocatello, Idaho she erased All-American Julie Jones' 1984 record.

"Sara has the best potential of any BYU woman I've ever seen. She is naturally strong and powerful, particularly in the upper body, and she has no inhibitions about having these characteristics," Coach Jay Silvester said.

Sara was on her way to a good indoor season when an ankle injury halted her temporarily. She has not been able to practice her technique, but without further aggravation of the injury she should be able to compete the last two weeks of the indoor season.

"I hope it (the injury) won't have an adverse effect when it comes time to get ready for nationals," said Ballanger. "If my ankle doesn't heal, I could possibly red-shirt, but I would be very disappointed."

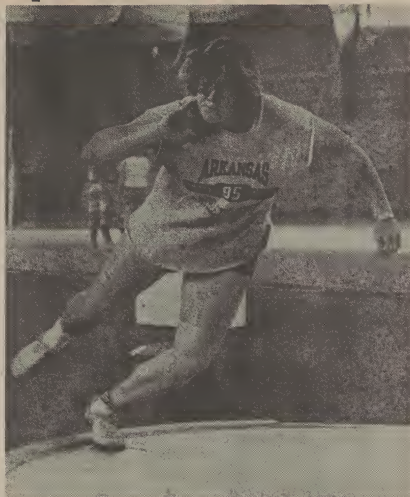
If everything works out, Sara hopes to accomplish her goal of placing in the NCAA indoor meet and getting a full-ride scholarship for next year.

In high school, Sara threw the shot and discus on raw talent rather than coached techniques. "As a sophomore, I was throwing 30-feet or more and was able to place seventh in the state (for shot)," said Ballanger. "I had learned what to do on my own until John Papa showed me what I needed to do."

Papa, her high school coach, had the biggest influence on Sara and helped her tap her potential.

Weight training coupled with the tutelage of Papa, helped Ballanger improve until she was throwing in the mid 40's consistently during her senior year in high school.

Her best put during that indoor season was 44-feet-1 ½ and listed her in Track and Field News as the No. 1-ranked senior in the nation.



Universe photo by Karl Greenhalgh
Sara Ballanger practices the shot put for upcoming meets. Her goals are to place in the NCAA indoor meet and gain a full-ride scholarship for next year.

Court ruling might hurt athletics

By STEPHEN BINGHAM
Universe Sports Writer

High school athletes in Utah and other states across the nation are going to have a tougher time ruttng their stuff in athletics unless they keep their grades up in the classroom.

This is the opinion, at least of Utah high school coaches and administrators interviewed by *The Universe* last week following a U.S. Supreme court ruling upholding a Texas law stipulating "no pass, no play."

The ruling also worries coaches who feel that it will be a disadvantage to students who have problems academically.

Dave Wilkey, assistant executive director of the Utah High School Activities Association had praise

for the supreme court decision. "It's gratifying to know that organizations similar to ours can make such a rule and it will be upheld," he said. The rule basically states, any student who fails one course is no longer eligible to compete in extra-curricular activities.

The Utah guidelines currently allow a student to fail one class and still participate, but there is a movement to change to a minimum 2.0 GPA requirement. This proposed requirement worries some.

"It's hurting the kid who didn't have all the opportunities to learn, and who may not have been as disciplined at home in study habits," said Springfield High School Football Coach Ray Newbury.

"Not being able to play could hurt hurt his chance of getting an athletic scholarship and going onto

college. It could ruin an athletic career," he said. Newbury said he tries to get his smartest kids into the best teachers. He said that the students who work the hardest in school are his best athletes.

Dr. Kay Laursen, principal of Timpview High School said that a student can be serious about both academics and athletics. "We are an academic institution first, and that is where our first emphasis is," he said, "but athletics compliment the school system."

"We want our students to be well rounded," said Laursen. "The student athlete needs to take care of academics."

Newbury said he does all that he can to help his players keep their grades up. "My job is to win football games," he said.

Boston's Bird flies higher than ever

By the ASSOCIATED PRESS

Larry Bird, who won't make excuses when he is physical problems, acknowledges that the injuries and pain are real.

And now that a healthy Bird is playing a brand of basketball that other players only dream about, it could come as no surprise that the Boston Celtics are won 26 of their last 29 games.

Although he shrugged off his injuries at the time, he admits now that "my elbow and back hurt at the beginning of the season. Now I have a therapist who has helped a lot. I always knew I could play better than last year if I started feeling better."

After winning the Most Valuable Player award

for the 1984-85 season with an average of 28.7 points, 10.5 rebounds and a .522 shooting percentage, Bird started 1985-86 with a clang. Twenty games into the season, he was averaging 22.9 points, 9.4 rebounds and a .447 field-goal percentage, and his chances of joining Bill Russell and Wilt Chamberlain as the only NBA players with three consecutive MVP awards didn't look bright. Statistics, of course, never tell the whole story with Bird, but his intangibles probably couldn't overcome his being 12th in the NBA in scoring and a 57 percentage-point drop in his shooting percentage.

In the last 33 games, however, Bird is averaging 26.5 points, 10.6 rebounds, is hitting 49.2 percent

from the field and scored 20 or more points 36 times. In 11 games since Feb. 13, he has posted double figures in points, rebounds and assists six times.

"I can perform this way when I'm healthy," Bird said. "This is the toughest part of the season, when you have nine-game road trips and guys are tired. But mentally and physically, I feel great. I can't say I've ever felt better this late in the season."

"He's feeling good physically and when that happens he's going to go wild," Boston coach K.C. Jones said. "He's going to score, pass and rebound. There have been times when he's just flowing, moving, always around the ball. Now is one of those times."

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'The Wham' go-goes; hitter out until April

The Cougar men's volleyball team will be missing one of its strong outside hitters when it hosts Cal-State Northridge on March 28.

Junior Sam "The Wham" Atoa will be temporarily out of action until the national collegiate championship in April.

Atoa has taken on the responsibilities of a student trainer for spring football and will be unable to train with the volleyball team.

"I love volleyball and the guys I work with and I wish I could stay with them," said Atoa. "However, this is a good opportunity for me in sports medicine."

Volleyball has played a great role in Atoa's life since age 10. "When I was 10 I was involved in everything — including volleyball," said Atoa. "There wasn't any high school ball so church leagues kept me in volleyball."

As a senior in high school, Atoa played with a club team. He also played for the national volleyball team in

Samoa.

The Cougars will participate in the Long Beach State Invitational this weekend in Long Beach, Calif. Atoa will attend this tournament with the team, but after this will not play.

"I'm excited for the tournament. It's really important going up against top teams like San Diego State, Penn State and Long Beach State," said Atoa. "We (the team) have the potential to become really good and be competitive with top teams in the nation."

According to Coach Tom Peterson, the absence of Atoa will be a loss to the team but a great opportunity for him.

Atoa wants to go back home to Samoa some day and be a trainer for a national team. Also, with a coaching minor, Atoa believes he can really give a lot to the teams in Samoa.

"Back home they're a little behind," said Atoa. "I would like to share what I've learned to help them become more developed."

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Who Cares About Married Students?

The ASBYU Married Associated Students office is sponsoring a **DEBATE** between this year's student government candidates.

Wednesday, March 5th 7:30pm 347 ELWC

Blue Devils remain atop hoop poll

By the ASSOCIATED PRESS

After his Fighting Illini clawed back to the Top 20 with victories away from home last week, Illinois Coach Lou Henson is convinced that anything can happen on the road.

Last year, Georgia Tech eliminated Illinois from regional competition in the NCAA tournament. Saturday, Illinois edged Georgia Tech 57-56 to climb to 18th in The Associated Press college basketball poll and probably assured a berth in this year's NCAA tournament.

Duke remained in first place with 62 first-place votes and 1,259 points from the nationwide panel of sportswriters and broadcasters. Kansas, 28-3, and champions of the Big Eight, received the other first-place vote and 1,195 points to hold onto second for the second straight week. Illinois, tied with Purdue in fourth place in the Big Ten, was knocked out of the top 10 seven weeks ago.

Powerlifters compete in state championship

BYU's powerlifting team traveled to Roy and competed in the State Championships this past Saturday.

All but one team member placed in the meet. The championship meet is open to anyone.

The lifters compete in different weight categories from 114-pounds to super-heavy, which is more than 275-pounds.

Russ Darrington, Rob Ethington, and Dave Har-

ries, took first place in 148, 181 and 225-pound categories respectively.

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AP TOP 20

1. Duke (32) 26-2 1259
2. Kansas (1) 26-3 1195
3. Kentucky 26-3 1080
4. N. Carolina 26-4 1045
5. St. John's 26-4 938
6. Georgia Tech 23-5 826
7. Michigan 25-4 826
8. Syracuse 23-4 805
9. Bradley 26-1 719
10. Memphis St. 23-4 698
11. Louisville 21-7 694
12. Notre Dame 21-5 591
13. UNLV 26-4 486
14. Georgetown 22-6 441
15. Oklahoma 24-6 390
16. Indiana 30-6 390
17. Michigan St. 20-6 271
18. Navy 25-4 197
19. Illinois 20-3 119
20. N. Carolina St. 18-11 58

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Curiosity rising in retail business

By DIANE SPRANGER
Universe Staff Writer

BYU's retailing program has experienced a 70 percent increase in placing students in retail positions in one year.

"The student interest has dramatically increased," said Doyle Robison, director of the Skaggs Institute of Retail Management at BYU. "The impressive thing is the quality of students," Robison added.

The more qualified students are attracting better retail stores who come here to recruit, he said. Wal-Mart, one of the fastest growing discount companies in the United States, is on campus for the first time, according to Frederick Langrehr, BYU's visiting associate professor of retailing.

"Sam Walton, president of Wal-Mart, is the richest man in the United States according to Forbes magazine," he said.

Robison said, "We are pleased that they called and asked to come." In a National Retail Merchants Association (NRMA) survey, it was reported that, "companies typically recruit from at least three schools, with Brigham Young University being the most popular." The article appeared in the September 1985 issue of STORES magazine.

Scott Ridgway, of Macys, a fashion department store in California, said, "We recruit from 26 schools." He listed Stanford, UCLA and Berkeley along with BYU as some of the major schools.

Ridgway said BYU is unique from the other schools because the major-

ity of students have served missions. "Because of their missions, BYU students are more independent and have experienced cultural differences," said Ridgway.

Steve Stickle, a buyer at Macys said, "There is a very good knowledge of retailing on the (BYU) campus. Other schools have more generalized retailing programs," said Stickle.

BYU students have "very inquisitive minds that you don't find on other campuses," he said.

Ridgway, who is on his third recruiting trip to BYU and has had to answer questions from students, said, "You don't get away with a padded answer here."

According to Robison, the Skaggs Institute is mainly concerned with directing students in the career direction in which they feel most comfortable.

Mark Cichoski, a senior from Las Vegas, majoring in business management with an emphasis in marketing, said after working in an accounting firm he realized accounting was not for him. He needed a more dynamic profession, so he attended Retail Fortnight last semester. This sparked his interest in retailing and led him to his future profession.

This semester, Retail Fortnight ends March 6, but those interested can find out more about the program at the Skaggs Institute, 480 TRNB anytime.

Eligibility rules for election outlined

By LINDA SHELTON
Universe Staff Writer

Eligibility requirements have been announced for the Student Alumni Board positions and Senior Class President.

Students seeking one of the positions must turn in a resume and letter of introduction. Letters for the Student Alumni Association Board Member positions can be turned in to the appropriate college department no later than Monday, March 24.

Those interested in applying for Senior Class President should turn in their resume and letter to the Alumni House by the same date.

The Senior Class President is responsible for

developing, promoting and coordinating special programs for university graduates and serves as a permanent representative of the university during reunions and other activities.

The president also serves as the SAA representative in various organizations such as the Alumni Association Board of Directors, the Graduation Committee and the ASBYU Executive Committee.

An applicant for the Senior Class President position will be considered eligible if the person is an upperclassman in good academic standing and will graduate at the end of the year he or she serves. Applicants must have the ability to work effectively with all individuals, be willing to serve as the

class representative for the university for all future reunions or activities and must express an appreciation for, and excitement about BYU and its mission.

A joint committee comprised of the Dean of Student Life, the ASBYU President-elect, the SAA President-elect and the SAA advisor will consider each applicant for the position.

SAA board members are selected by the dean of their college, but applicants must be upperclassmen in good academic standing who have ability to effectively organize programs designed to meet needs and interests of students within appropriate college.

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Home experts will discuss women's role

Two home economics experts from Pennsylvania State University have been named honorary lecturers of the Camilla Eyring Kimball Chair of Home and Family Life.

Elizabeth Ray and Twyla Shear will be speaking at BYU this week and next. Ray, director of the Center for Professional Personnel Development at Pennsylvania State University, is known for her "tender but tough" approach to maintaining standards of excellence in the field of home economics. She has written numerous articles for national research publications.

Shear received her doctorate from Michigan State University. She has worked as a secondary school teacher, as Arizona state supervisor of home economics education and as a professor at Michigan State University. She is the associate editor of the "Journal of Vocational Home Economics Education."

Womens role

The lectures, sponsored by the College of Family, Home and Social Sciences, will include one on the role of women in the development of Third-World countries. Another will discuss the "Key Concerns of Women in Development," at noon on Thurs., March 13.

The Kimball chair was named in honor of Camilla Kimball, a BYU graduate and wife of the late President of the LDS church, Spencer W. Kimball. Mrs. Kimball, who taught home economics, was honored because of her dedication to family and strong support of education.

Attracts scholars

The chair was established in 1983 to attract scholars of home and family life to provide seminars for faculty, students and the community.

For more information about the lectures contact Clara Thomas at 378-2083 or Ruth Brasher at 378-6678.

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Jeff Larson is a freshman political science major from Billings, Montana. He has been floor president in his hall and is currently vice-president. Jeff debated in high school for four years and is attending BYU on a forensics scholarship. Aiming toward becoming a corporate lawyer, he works at the courthouse in Billings every summer.



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